

# BUSINESS: MARKETING: MARKETING ANALYTICS AND INSIGHTS, MBA

**Admissions to the Business: Marketing: Marketing Analytics and Insights, MBA will be suspended as of fall 2022 and will be discontinued as of fall 2023. If you have any questions, please contact the department.**

This is a named option in the Business: Marketing MBA. (<http://guide.wisc.edu/graduate/marketing/business-marketing-mba/#text>)

Marketing action requires a balance of art and science, based on analytical thinking and a deep understanding of businesses and consumers. The A.C. Nielsen Center for Marketing Analytics and Insights offers the premier full-time MBA in Business: Marketing program with a named option in Marketing Analytics and Insights. The center was established in 1990 and is built on the legacy and funding of the Arthur C. Nielsen Jr. family, pioneers in the field of marketing research. It was created to train MBA students in the specialized ideas, issues, and techniques of marketing research, as well as to help discover and disseminate new marketing research knowledge. See the program website (<https://wsb.wisc.edu/programs-degrees/mba/full-time/career-specializations/marketing-analytics-insights/>) for more information.